



Making DAB in-car a great experience

Laurence Harrison, Chairman, WorldDAB Automotive Group
Market Development Director, DRUK
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Agenda

- Improving the user experience
- Converting cars to digital radio – UK Pilot project



% NEW CARS W/DAB/DAB+



Norway

98%



UK

87%



Switzerland

66%



Germany ⁴

21%



Denmark

17%



Netherlands

35%



Italy

28%



France

19%



Australia

42%



KENWOOD



SONY

XPERI

World DAB Automotive UX Group
Building a great in-car digital radio UX

NIK



JVC



arqiva



COMMERCIAL RADIO AUSTRALIA



HYUNDAI



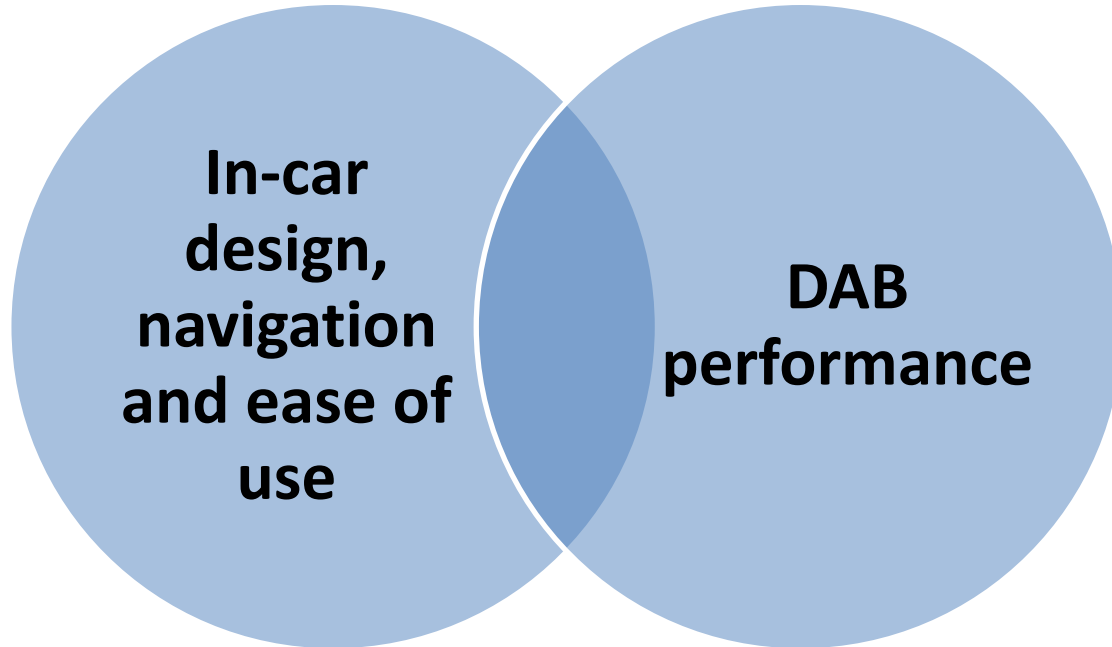
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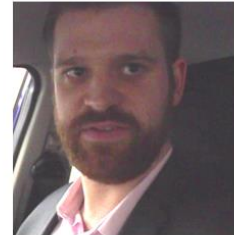
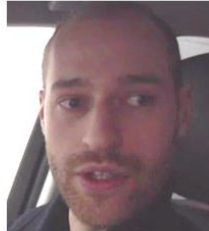
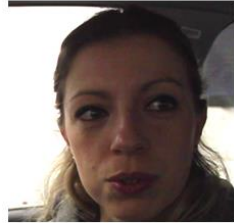
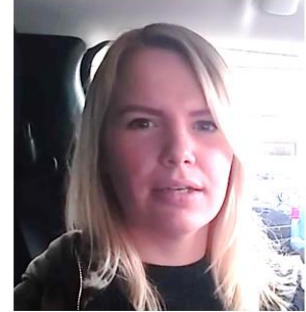
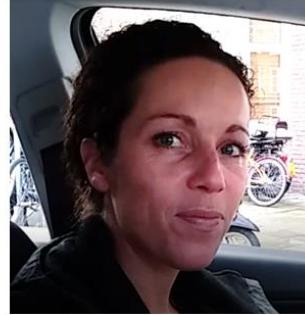
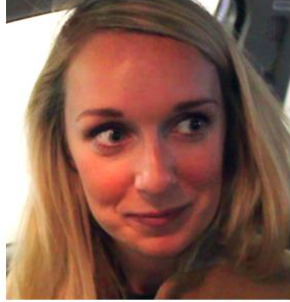
JAGUAR



In-car DAB digital radio **user** **experience**



In-car user experience research



Overall headlines

1. A RADIO button is essential
2. An A-Z station list is the best search UX
3. Pre-sets should be easy to set/explained
4. Terminology must be easier to understand
5. People want data, but only if they understand what it is
6. Drivers expect a great, simple UX



WorldDAB Automotive – DAB Digital Radio In Car User Experience Design Guidelines

V1.6 WorldDAB AUXG

Use cases – I want.....

1. to find DAB radio easily in the car media system

2. to find DAB stations easily

3. the list of stations to be up to date

4. to be able to easily set a station as a pre-set

5. my radio to find the best signal for the station

6. to know what I'm listening to – station info, text and pictures

7. to understand all labels, terms, icons in the radio

8. my DAB radio to be set up for me

WorldDAB A User Design Guidelines

Phase One

1.6 WorldDAB AUXG



DR 0
HOME
DIG. RADIO

PURE

BMW PROFESSIONAL

AUDIO

FUX

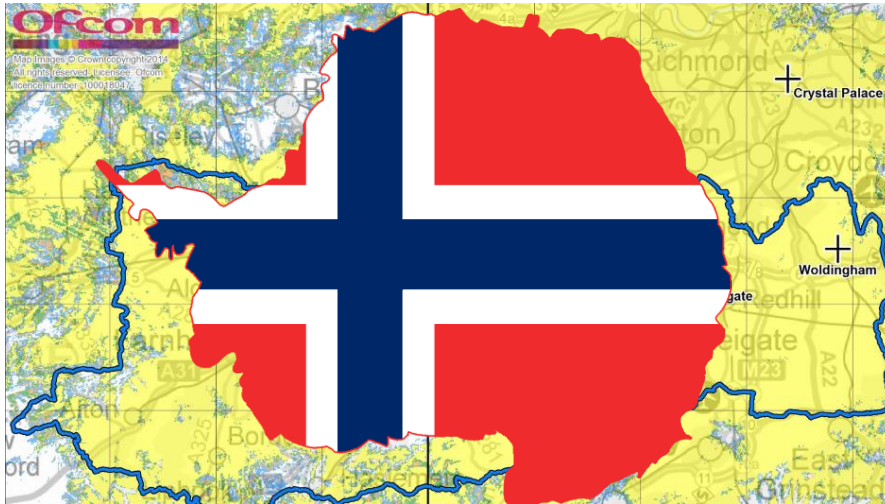
UK Go Digital **Pilot**

Work with broadcasters, manufacturers, installers and garages on converting cars to digital. Aims:

- 1. Encourage new entrants**
- 2. Learn about the right industry communications**
- 3. Conduct qualitative research on car conversion**



Pilot area **Surrey**



DAB in home:	70.8%
Digital listening:	53.2%
Digital listening in-car:	29.1%
DAB coverage (roads):	95%
Population coverage :	4 M
Vehicles on the road:	2 M



Car conversion partners

BBC
SURREY



heart

UPLOAD
RADIO



PURE



SONY



NEXTBASE



KENWOOD

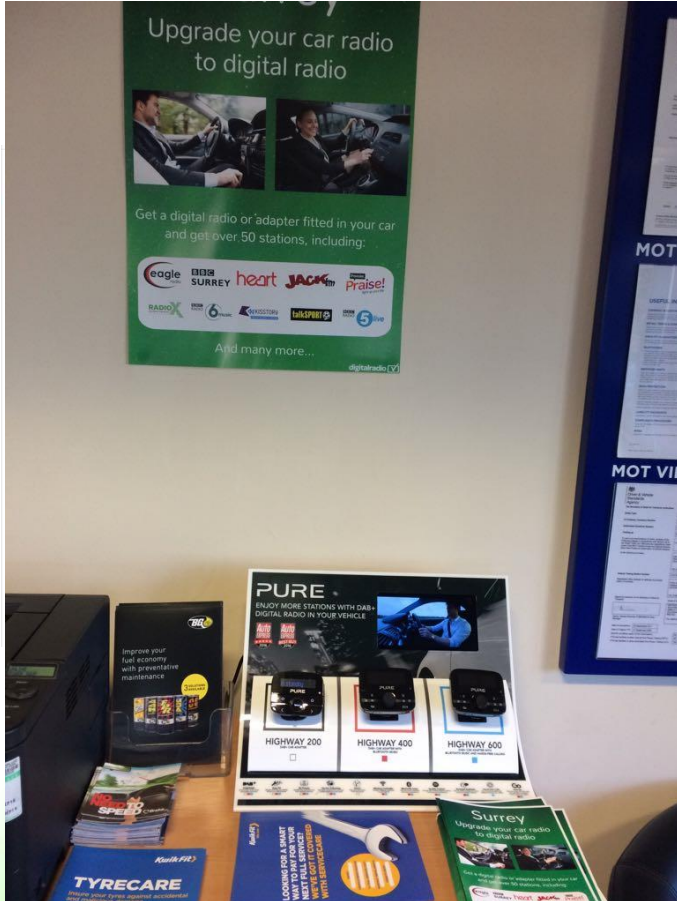


New market entrants





Communications **point of sale**

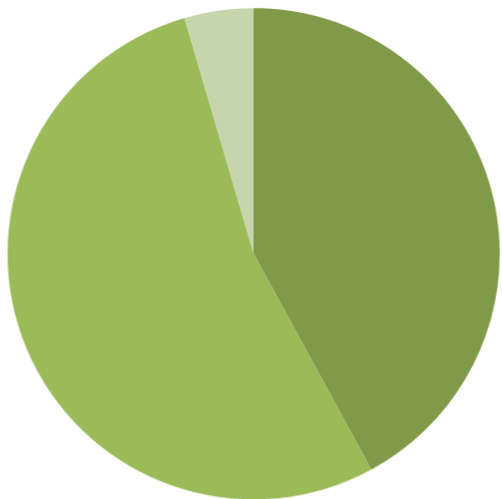


- **Messaging:**
 - Urgency – Upgrade now
 - Any car can be converted
 - Promoting local digital stations
- **Specific ads running on local stations**
- **10,000 leaflets instore across all outlets**
- **Posters instore at garages and independent retailers**



Surrey Pilot

Did you know that any car can be upgraded to get DAB digital radio?



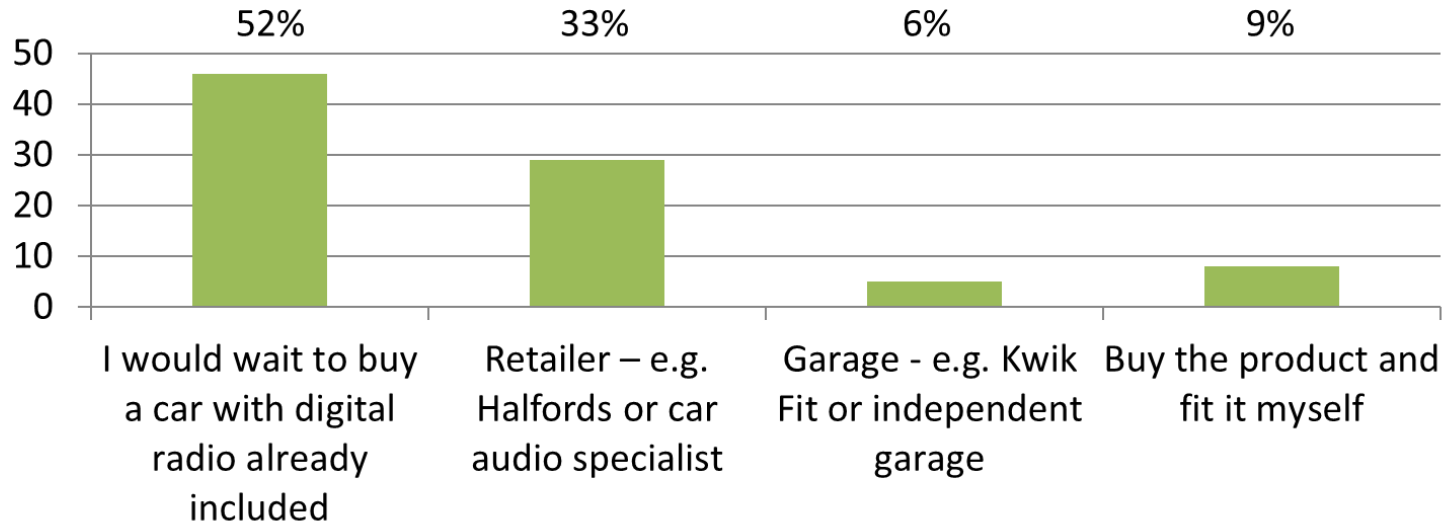
- No
- Yes
- Don't know

	Yes	No	Don't know
	53%	42%	5%



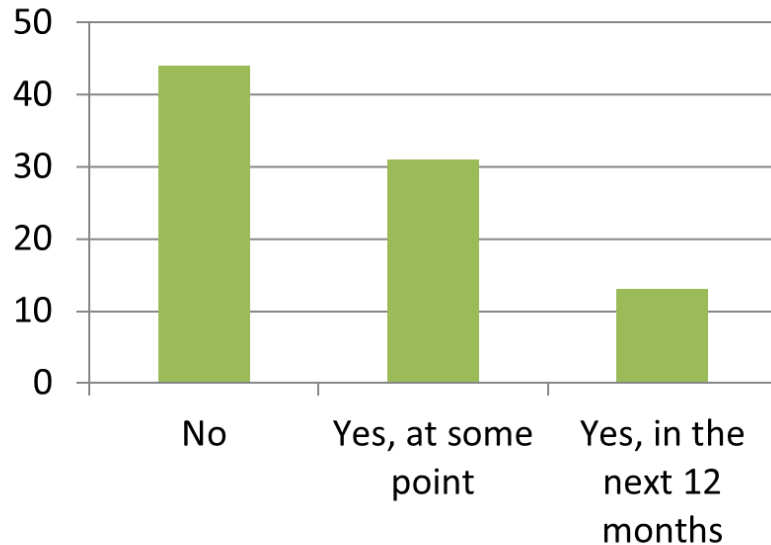
Surrey Pilot

Where would you go to get your car upgraded to DAB digital radio?



Surrey Pilot

If you don't have digital radio in your car, are you likely to get your car upgraded?



No	Yes, at some point	Yes, in the next 12 months
50%	35%	15%



Initial learnings

- **Need to build the category. It will take time**
- **Competition and product cost are important**
- **Fitting with a service in garages can be done**
- **Local project has initiated great collaboration**
- **Focussed local communications raises awareness and interest**



A young child with light skin and short hair is sitting in the driver's seat of a car. The child is wearing a colorful, patterned sweater with shades of pink, blue, and grey. They are looking towards the dashboard and pointing their right index finger at a circular control knob. The car's interior is dark, and the dashboard features a radio and air vents. The text "Thank You" is overlaid in white on the center of the image.

Thank You